

**David W. Stewart, Ph.D.** is the Dean of the A. Gary Anderson Graduate School of Management at the University of California, Riverside. Prior to assuming his responsibilities as dean in July of 2007 he was a member of the faculty of the Marshall School of Business at the University of Southern California where he held the Robert E. Brooker Chair in Marketing and served as deputy dean of the School for five years and served two terms as Chairman of the Department of Marketing. Prior to moving to Southern California in 1986 he was senior associate dean and associate professor of marketing at the Owen Graduate School of Management, Vanderbilt University. Dr. Stewart is a past editor of the Journal of Marketing and is the current Editor of the Journal of the Academy of Marketing Science. He presently serves on the Board of Governors of the Academy of Marketing Science. He has served as Vice President, Finance and as a member of the Board of Directors of the American Marketing Association. He has also served on the Board of the AMA Foundation. He is a past-president of the Academic Council of the American Marketing Association, a past chairman of the Section on Statistics in Marketing of the American Statistical Association, a past president of the Society for Consumer Psychology and a Fellow of both the American Psychological Association and the American Psychological Society. He is also a former member and past-chairman of the United States Census Bureau's Advisory Committee of Professional Associations.

Dr. Stewart has authored or co-authored more than 200 publications and seven books. His most recent book, Marketing Champions (Wiley 2006), focuses on how the marketing function can increase its influence and business impact. Dr. Stewart's research has examined a wide range of issues including marketing strategy, the analysis of markets, consumer information search and decision making, effectiveness of marketing communications, public policy issues related to marketing and methodological approaches to the analysis of marketing data. His research and commentary are frequently featured in the business and popular press. A native of Baton Rouge, Louisiana, Professor Stewart received his B. A. from the Northeast Louisiana University (now the University of Louisiana at Monroe) and his M. A. and Ph.D. in psychology from Baylor University.

In 2007, Dr. Stewart was awarded the Elsevier Distinguished Marketing Scholar Award by the Society for Marketing Advances and in 2006, Dr. Stewart was honored by the Academy of Marketing Science with the Cutco/Vector Distinguished Educator Award for lifetime contributions to marketing. In 2005, he received the Omicron Delta Kappa Men of Merit Award from his alma mater, Baylor University. Professor Stewart has also been honored for innovation in teaching by the Decision Sciences Institute and he was a member of a four-person faculty team honored by the U.S. Distance Learning Association for the "Best Distance Learning Program 1996 -- Continuing Education" in 1996. In 1998, he received the American Academy of Advertising Award for Outstanding Contribution to Advertising Research for his long-term contributions to research in advertising. His paper on warning messages was named the best paper published in the Journal of Public Policy and Marketing during 1992-94 and, he was recipient of the American Academy of Advertising Award for best paper in the Journal of Advertising in 1989. In 1988 he was Marketing Science Institute Visiting Scholar at the General Motors Corporation. He was included in Who's Who in America, Who's Who of the World, Who's Who in American Education, and Who's Who in Advertising.

Professor Stewart's experience includes work as a manager of research for Needham, Harper, and Steers Advertising, Chicago (now DDB) and consulting projects for a wide range of organizations. Among the organizations for which Dr. Stewart has consulted are Hewlett Packard, Agilent Technologies, the Coca-Cola Company, Hughes, NCR, Texas Instruments, IBM, Intel, Cadence Design Systems, Century 21 Real Estate, Samsung, American Home Products, Visa Services, Xerox, and the United States Federal Trade Commission, among others. He has served as an expert witness before the Federal Trade Commission, in United States Federal Court, and in State Courts in cases involving deceptive advertising claims and unfair business practices, in matters related to trademarks and intellectual property, and in anti-trust actions. Professor Stewart has delivered executive education programs throughout the United States and in twenty other nations on four continents.

**CURRICULUM VITAE**

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**EDUCATION:**

Baker High School	Baker, LA	
University of Louisiana	Monroe, LA	B.A. (psychology)
Baylor University	Waco, TX	M.A. (psychology)
Baylor University	Waco, TX	Ph.D. (psychology)

**PROFESSIONAL INTERESTS:**

Advertising and Promotion Management; Consumer Behavior; Marketing Strategy and Planning; Behavioral Decision Theory; Product Management; Market Structure/Market Segmentation Analysis; Research Methods; Quantitative Aids to Decision Making; Measurement Theory

**PROFESSIONAL AFFILIATIONS:**

American Marketing Association  
Academy of Marketing Science  
Association for Consumer Research  
American Academy of Advertising  
Institute for Operations research and the Management Sciences  
American Association for Public Opinion Research  
Decision Sciences Institute  
Academy of Management

**Professional Affiliations (Cont'd.):**

American Psychological Association  
Society for Consumer Psychology (Division 23 of APA)

Society for Personality and Social Psychology (Division 8 of APA)  
American Psychological Society  
Psychometric Society  
American Statistical Association  
Classification Society of North America  
Product Development and Management Association  
Sales and Marketing Executives International

## **RESEARCH, PUBLICATIONS, AND PRESENTATIONS:**

### **Books**

Marketing Champions: Practical Strategies for Improving Marketing's Power, Influence and Business Impact, (New York: Wiley Interscience, 2006). (with Roy Young and Allen Weiss.) (translated into Chinese and Russian language editions).

Focus Groups: Theory and Practice, Sage Series in Applied Research in Social Psychology, (Beverly Hills, CA: Sage Publications, 1990). (with P. Shamdasani). (Second edition published in 2007).

Attention, Attitude, and Affect in Response to Advertising, (Hillsdale, N.J.: Erlbaum Publishing, 1994). (with E. Clark and T. Brock) (edited volume).

Secondary Research: Sources and Methods, Sage Series in Applied Research in Social Psychology, Second Edition, (Newbury Park, CA: Sage Publications, 1993). (with M. Kamins).

Student Guide to the Psychology of Advertising, (College Park, MD: University of Maryland, 1992). (with Ingrid Martin).

Non-Verbal Communication in Advertising, (Lexington, Mass.: Lexington Books, 1988). (with Sid Hecker) (edited volume).

### **Books (Cont'd.):**

Consumer Behavior and the Practice of Marketing, 3rd Edition (Columbus, Ohio: Merrill Publishing, 1987). (with K. Runyon).

Effective Television Advertising: A Study of 1000 Commercials, (Lexington, MA: Lexington Books, 1986). (with D. H. Furse) (six printings; also available in Japanese translation published by D. C. Heath).

## **Book Chapters**

The Effects of Media on Marketing Communications, in Jennings Bryant and Mary Beth Oliver (Eds.), Media Effects: Advances in Theory and Research, 3rd Edition (Hillsdale, N. J.: Erlbaum, 2008). (with Paul Pavlou).

Group Depth Interviews: Focus Group Research, in Len Bickman and Debra Rog (Eds.), Handbook of Applied Social Research Methods, Revised Edition, (Thousand Oaks, CA: Sage Publications, 2008). (with Prem Shamdasani and Dennis Rook).

Emotion in Advertising in Tim Ambler and Gerard Tellis (Eds.), The SAGE Handbook of Advertising, (Thousand Oaks, CA: Sage, 2008), 120-134. (with Jon Morris and Aditi Grover).

Measuring the Effects of Interactive Media, in David Schumann and Esther Thorsen (eds.), Internet Advertising, Theory and Research, (Mahwah, N.J.: Lawrence Erlbaum, 2007), pp. 225-257. (with Paul Pavlou).

Reform, Reclamation, or Improvement: Reinventing Marketing in Jagdish Sheth and Raj Sisodia (Eds.), Does Marketing Need Reform?, (Armonk, N.Y.: M. E. Sharpe, 2006), pp. 82-88.

Internet Research Methods, in Brian Everitt and David Howell (eds.), Encyclopedia of Behavioral Statistics, (New York: John Wiley & Sons, 2005), 937-940.

## **Book Chapters (Cont'd.):**

A Re-Appraisal of the Role of Emotion in Consumer Behavior: Traditional and Contemporary Approaches,” in Naresh Malhotra (ed.), Review of Marketing Research, Volume 1, (Armonk, N.Y.: M.E. Sharpe, Inc., 2004), 1-33. (with Allison Johnson).

The Role of Goals in Extending Brand Equity, in Serge P. Shohov (ed.), Advances in Psychology Research, Volume 25 (Hauppauge, NY: Nova Science Publishers, 2003), pp. 31-48. (with Ingrid Martin and Shashi Matta). Reprinted in A. Tavidze (ed.), Progress in Economics Research, Volume 8, (Hauppauge, NY: Nova Science Publishers, 2004), pp. 1-18.

Marketing Communications, in Barton Weitz (Ed.), Handbook of Marketing (Newbury Park, CA: Sage, 2003), pp. 282-309. (with Michael Kamins).

Media Influences on Marketing Communications in Jennings Bryant and Dolf Zillmann (Eds.), Media Effects: Advances in Theory and Research, Revised Edition (Hillsdale, N. J.: Erlbaum,

2002), pp. 353-396. (with Paulos Pavlou and Scott Ward).

Warnings, Disclosures, and Usage Instructions, in Paul Bloom and Greg Gundlach (eds.), Handbook of Marketing and Society, (Newbury Park, CA: Sage Publications, 2000), pp. 335 – 371. (with Ingrid Martin and Valerie Folkes).

Focus Group Research: Exploration and Discovery, in Len Bickman and Debra Rog (Eds.), Handbook of Applied Social Research Methods (Newbury Park, CA: Sage Publications, 1997), pp. 505 – 526. (with Prem Shamdasani).

Using and Evaluating Syndicated and Primary Market Research, 1997 Marketing Yearbook, (Englewood Cliffs, NJ: Prentice-Hall) (with Michael Kamins).

Integrated Channel Management: Merging the Communication and Distribution Functions of the Firm, in Esther Thorson and Jeri Moore (Eds.), Integrated Communication: Synergy of Persuasive Voices, (Hillsdale, N.J.: Erlbaum, 1996), pp. 185-216. (with G. Frazier and I. Martin).

#### **Book Chapters (Cont'd.):**

Non-traditional Media and Promotions in the Marketing of Alcoholic Beverages, The Effects of Mass Media on Alcohol Use and Abuse, (Washington, D. C.: National Institute of Health, 1995), pp. 209-238. (with Ronald Rice).

The Psychology of Comparative Advertising, in E. Clark, T. Brock, and D. W. Stewart (Eds.), Attention, Attitude, and Affect in Response to Advertising, (Hillsdale, N. J.: Erlbaum, 1994), 79-96. (with C. Pechmann).

Introduction, in E. Clark, T. Brock, and D. W. Stewart (Eds.), Attention, Attitude, and Affect in Response to Advertising, (Hillsdale, N. J.: Erlbaum, 1994), 1-9. (with C. Pechmann).

Media Effects on Advertising, in J. Bryant and D. Zillman (Eds.), Media Effects: Advances in Theory and Research, (Hillsdale, N. J.: Erlbaum, 1993), 315-363. (with Scott Ward).

Market Structure Analysis: Practice, Problems, and Promises, in G. Day, B. Weitz, and R. Wensley (Eds.), The Interfaces of Marketing and Strategy, (Greenwich, CT: JAI Press, 1990), pp. 9-56. (with A. D. Shocker and A. D. Zahorik).

Judgmental Data in Marketing Planning Systems, in R. Blanning (Ed.), Foundations of Expert Systems for Management, (Koln, West Germany: Verlage TUV Rheinland GmbH: 1990), pp. 125-167. (with A. Zahorik).

The Multidimensionality of Persuasive Communication: Theoretical and Empirical Foundations, in Alice Tybout and Pat Cafferata (Eds.), Perspectives on the Affective and Cognitive Effects of Advertising, (Lexington, MA: Lexington Books, 1988), pp. 31-65. (with C. Pechmann).

Nonverbal Communication: Advertising's Forgotten Elements, in Sid Hecker and David W. Stewart (Eds.), Nonverbal Communication in Advertising, (Lexington, Mass.: Lexington Books, 1988), pp. 1-7. (with Sid Hecker).

The Future of Nonverbal Research in Advertising, in Sid Hecker and David W. Stewart (Eds.), Nonverbal Communication in Advertising, (Lexington, Mass.: Lexington Books, 1988), pp. 252-264. (with Sid Hecker).

### **Book Chapters (Cont'd.):**

Assessing Social, Economic, and Consumer Behavior in Ronald Jay Cohen, et al., (eds.) Psychological Testing and Assessment, (Mountain View, California: Mayfield Publishing Company, 1988), pp. 563-591. (with Ronald J. Cohen).

### **Working Papers**

Contributing to the Bottom Line: Marketing Productivity, Effectiveness and Accountability, Working Paper, The Boardroom Project (with Mitch Barns, Margaret Henderson Blair, Mike Duffy, Wade Holmes, Dwight Risky, and Kate Sirkin).

Learning and Unlearning About Competitors: Managerial Judgment in Repeated Competitive Interaction, under revision for Journal of Marketing, (with J. Prabhu).

### **Refereed Journal Publications**

#### **2007**

Threats to Hope: Effects on Reasoning About Product Information, Journal of Consumer Research, 153-161. (with Gustavo de Mello and Deborah J. MacInnis).

Academic Publishing in Marketing: Best and Worst Practices, European Business Review, Special Issue on Academic Journals and Academic Publishing, 19, (forthcoming).

#### **2006**

Putting Financial Discipline in Marketing: A Call to Action, Corporate Finance Review, 10 (Sept./Oct.), 14-21. (with Wade Holmes and the Boardroom Project).

**Refereed Journal Publications (Cont'd.):**

**2005**

The Impact of Branding and Marketing Communication Strategies on the Transfer of Purposive, Goal-Oriented Brand Meaning, Journal of the Academy of Marketing Science, 2005, 33 (Summer), 275-294. (with Ingrid Martin and Shashi Matta).

**2004**

Advertising Disclosures: Clear and Conspicuous or Understood and Used? Journal of Public Policy and Marketing, 2004 (Fall), 183-192. (with Ingrid Martin).

**2002**

From Consumer Response to Active Consumer: Measuring the Effectiveness of Interactive Media, Journal of the Academy of Marketing Science, 2002, 30 (4), 376-396. (with Paulos Pavlou).

Advertising the Census: A Commentary on the "Census 2000 Partnership and Marketing Program Evaluation," Population Research and Policy Review, 2002, 21 (1, 2), 155-161.

**2001**

Signaling Strategies in Competitive Interaction, Journal of Marketing Research, 38 (Feb.), 2001, 62-71. (with Jaideep Prabhu).

The Dimensionality of Measures of Product Similarity Under Goal-Congruent and Goal-Incongruent Conditions, Journal of Marketing Research, 2001, 38 (Nov.), 471-484. (with Ingrid Martin).

**2000**

Measuring the Effects and Effectiveness of Interactive Advertising, Journal of Interactive Advertising, 2000, 1 (1). URL: <http://www.jiad.org/vol1/no1/pavlou/>. (Lead Article). (with Paulos Pavlou).

**Refereed Journal Publications (Cont'd.):**

Internet Marketing, Business Models, and Public Policy, Journal of Public Policy and Marketing, 2000, 19 (Fall), 287-296. (with Qin Zhao).

### 1999

Advertising Wearout: What and How You Measure Matters, Journal of Advertising Research, 39, 1999 (Sept./Oct.), 39-42.

### 1998

The Effects of Using a Nonverbal (Musical) Cue On Recall And Playback Of Television Advertising: Implications For Advertising Models, Journal of Business Research, 1998, 42 (May), 39-51. (with G. Punj).

### 1996

Managing Market Structure: Achieving Competitive Advantage and Market Dominance, Journal of Managerial Issues, 1996, 8 (Spring), 13-34.

The Market-Back Approach to the Design of Integrated Communications Programs: A Change in Paradigm and a Focus on Determinants of Success, Journal of Business Research, 1996, 37, 147-153.

Brand Based Versus Category Based Judgments: The Role of Frame of Reference on Customer Satisfaction Judgments and Behavior, Marketing Letters, 1996, 7 (July), 249-263. (with Kamal Gupta).

### 1995

Deception, Materiality, and Survey Research: Lessons from FTC v. Kraft, Journal of Public Policy and Marketing, 1995, 14 (Spring), 15-29.

Buying Center Role Designation: An Empirical Investigation of the Purchasing Manager's Role Formation and Its Correlates, Journal of Business-to-Business Marketing, 1995, 2 (4), 37-63. (with Robert E. Spekman and Wesley J. Johnson).

### **Refereed Journal Publications (Cont'd.):**

### 1994

Intended and Unintended Consequences of Warning Labels, Journal of Public Policy and Marketing, 1994, 13 (Spring), 1-19 (lead article) . (with Ingrid Martin). Reprinted in Elaine Sherman and Joel N. Greene (Eds.), Readings on Domestic and International Issues, Needham Heights, MA: Simon and Schuster, 1995). Selected as the best paper published in the Journal of Public Policy and Marketing during 1992-1994.

How Advertising Works In Mature Markets, American Demographics, 1994, 16 (Sept.), 40-47.

## 1992

When Firms Stop Listening to Customers: Why Marketing Research Is Ignored, Journal of Managerial Issues, 1992, 4 (December).

Speculations on the Future of Advertising Research, Journal of Advertising, 1992, 21 (Sept.), 1-18 (lead article).

Reply to McGann's Comment on "Speculations on the Future of Advertising Research," Journal of Advertising, 1992, 21 (4), 95-97.

Analytical Issues in Focus Group Research, Asian Journal of Marketing, 1992, 1 (1), 27-42. (with Prem Shamdasani).

## 1991

The Effect of Comparative Advertising on Sales of Low, Moderate, and High Share Brands, Journal of Advertising Research, 1991, 31 (Dec./Jan.), 47-55. (with C. Pechmann).

Frequent Shopper Programs: Supermarketers' New Tool to Stimulate Store Loyalty, Journal of Promotion Management, 1991, 1 (Fall), 55-76. (with S. Lawmaster).

### **Refereed Journal Publications (Cont'd.):**

From Methods and Projects to Systems and Process: The Evolution of Marketing Research, Marketing Research, 1991, 3 (September).

## 1990

Channel Response to Trade Programs, in J. Sheth (Ed.), Research in Marketing, 1990, Volume 11, pp. 15-59. Also published as Report No. 89-119, (Cambridge, Mass: Marketing Science Institute) (with G. Frazier).

Mapping Customer Perceptions of Markets, Journal of Managerial Issues, 1990, 2 (Summer), 127-159. (with A. D. Shocker and A. J. Zahorik). (Also published as Report No. 90-115, (Cambridge, Mass.: Marketing Science Institute).

The Development and Partial Testing of a Contingency Model of Comparative Advertising, Report No. 90-108, (Cambridge, Mass.: Marketing Science Institute).

Music As a Recognition Cue In Advertising Tracking Studies, Journal of Advertising Research, 1990, 30 (Aug./Sept.), 39-48. (with K. Farmer, and C. Stannard).

The Role of Comparative Advertising: Documenting Its Effects on Attention, Recall, and Purchase Intentions, Journal of Consumer Research, 1990, 17 (Sept.), 180-191. (with C. Pechmann).

### 1989

Information Search and Decision Making in the Selection of Family Physicians, Journal of Health Care Marketing, 1989, 9 (June), 29-39. (with G.B. Hickson, Scott Koslow, Connie Pechmann, and W. A. Altemeier).

Measures, Methods, and Models of Advertising Response Over Time, Journal of Advertising Research, 1989, 29 (June/July), 54-60.

Nonresponse in Mail Surveys: An Integrative Review, Applied Marketing Research, 1989, 29 (3), 37-48. (with S. Ratneshwar).

#### **Refereed Journal Publications (Cont'd.):**

Executorial Factors and Advertising Effectiveness: A Replication, Journal of Advertising, 1989, 18 (3), 21-32. (with S. Koslow). Recognized by the American Academy of Advertising as the best paper published in the Journal of Advertising in 1989.

### 1988

The First Step in Obtaining Child Health Care: Selecting a Physician, Pediatrics, 81 (Winter), 1988, 333-338 (with G. B. Hickson, W. A. Altemeier, and James M. Perrin).

Rethinking the Product Portfolio: A Generalized Investment Model, Management Science, 1988, 34 (Sept.), 1080-1096 (with Timothy Devinney).

Determinants of International Media Purchasing: A Survey of Media Buyers, Journal of Advertising, 1988, 17(3), 22-26 (with K. J. McAuliffe).

Advertising Repetition: A Critical Review of Wearin and Wearout, Current Issues and Research in Advertising, 1988, 285-330 (with C. Pechmann). Also published as Report No. 90-106, (Cambridge, Mass.: Marketing Science Institute).

### 1987

Toward Understanding the Attraction Effect: The Effects of Product Meaningfulness and Familiarity, Journal of Consumer Research, March 1987, 13 (March), 520-533 (with S. Ratneshwar and A. D. Shocker).

Advertising in a New Competitive Environment: Persuading Customers to Buy, Business Horizons, 30 (Nov./Dec.), 1987, 20-26 (with M. H. Blair, A. R. Kuse, and D. H. Furse).

It's More Than What You Say: A Review of Nonverbal Communication in Marketing, Psychology and Marketing, 4 (Winter), 1987, 303-322 (with Sid Hecker and John L. Graham).

### **Refereed Journal Publications (Cont'd.):**

#### **1986**

Dimensions of Fiedler's Contingency Model of Leadership, Small Group Behavior, 17 (February), 1986, 83-93 (with D. Latham).

The Moderating Role of Recall, Comprehension, and Brand Differentiation on the Persuasiveness of Television Advertising, Journal of Advertising Research, 26 (April/May), 1986, 43-47.

#### **1985**

Differences Between Basic Research and The Validation of Specific Measures: A Reply to Weinstein, et al., Psychology and Marketing, 2 (1), 1985, 41-50.

A Note on the Application of Portfolio "Theory": A Comment on Cardozo and Smith, Journal of Marketing, 49 (4), 1985, 107-112 (with T. Devinney and A. Shocker).

The Effects of Television Advertising Execution on Recall, Comprehension, and Persuasion, Psychology and Marketing, 2 (4), 1985, 135-160 (with D. Furse).

Methodological and Theoretical Foundations of Advertising Copy Testing: A Review, Current Issues and Research in Advertising, 1985, 1-74 (with C. Pechmann, S. Ratneshwar, J. Stroud, and B. Bryant).

#### **1984**

A Typology of Individual Search Strategies Among Purchasers of New Automobiles, Journal of Consumer Research, 1984, 11 (March), 417-431 (with G. Punj and D. Furse).

Physiological Measurement of Advertising Effects: An Unfulfilled Promise, Psychology and Marketing, 1984, 1 (1), 43-48.

Manipulating Dissonance to Improve Mail Survey Response, Psychology and Marketing, 1984, 1 (2), 71-94 (with D. Furse).

**Refereed Journal Publications (Cont'd.):**

The Relationship Between Resource Acquisition and Effective Resource Use Among a Heterogeneous Set of Locally Monitored Human Service Agencies, Evaluation Review, 1984, 8 (Aug.), 493-518 (with K. G. Provan).

Competitive Market Structure Analysis: A Primer on Problems, Journal of Consumer Research, 1984, 11 (Dec.), 836-841 (with A. Shocker and T. Zahorik).

Analysis of the Impact of Executional Factors on Advertising Performance, Journal of Advertising Research, 1984, 24 (Dec./Jan.), 23-26 (with D. Furse). (Named a "classic" article published during the past 40 years and reprinted in a special classics edition of the Journal of Advertising Research, 40 (6), 2000).

On Factors and Clusters in Segmentation Research, Journal of Advertising, 1984, 13 (Dec.), pp. 58-59 (with D. Furse).

**1983**

Cluster Analysis in Marketing Research, Review and Suggestions for Application, Journal of Marketing Research, 1983, 20 (May), 134-148 (with G. Punj). Reprinted in Joe F. Hair, et al., Multivariate Data Analysis: With Readings, (New York: MacMillan, 1987). (Identified as one of the 20 most influential publications on marketing science in a survey commissioned by the INFORMS Society for Marketing Science in 2007).

A Descriptive Analysis of Commercial Copytesting Services, in C. Martin and J. Leigh (Eds.), Current Issues and Research in Advertising, 1983, 6, 1-44 (with D. Furse and R. Kozak).

An Interaction Framework of Consumer Decision Processes, Journal of Consumer Research, 1983, 10 (September), 181-196 (with G. Punj).

**Refereed Journal Publications (Cont'd.):**

**1982**

Applying Psychophysiological Measures to Marketing and Advertising Research Problems in C. Martin and J. Leigh (Eds.), Current Issues and Research in Advertising, 1982, 5, 1-38 (with D. Furse).

Monetary Incentives Versus Promised Contribution to Charity: New Evidence on Mail Survey Response, Journal of Marketing Research, 19, August 1982, 375-380 (with D. Furse).

Standards of Advertising Copytesting: A Psychometric Interpretation, Journal of Advertising, 1982, 11, 30-38, 76 (with D. Furse).

### 1981

The Application and Misapplication of Factor Analysis in Marketing Research, Journal of Marketing Research, 1981, 18 (1), 51-62. Reprinted in Joe F. Hair, et al., Multivariate Data Analysis: With Readings, (New York: MacMillan, 1987).

Organizational Objectives and Winning: An Examination of the NFL, Journal of the Academy of Management, 1981, 24 (2), 402-408 (with Donald Latham).

OBVERS: A Computer Program for Obverse Factor Analysis with Rotation, Journal of Marketing Research, 1981, 18 (4), 481-482.

Foot-in-the-Door, Cash Incentives, and Follow-up Effects on Survey Response, Journal of Marketing Research, 1981, 18 (4), 473-478 (with David Furse and David Rados).

### 1980

A Preference Mapping of Organizational Objectives, Journal of Applied Psychology, 1980, 65 (5), 610-615 (with Donald Latham).

### Refereed Journal Publications (Cont'd.):

### 1977

The Factorial Structure of the ITPA and WISC in Three Diagnostic Groups, Journal of Clinical Psychology, 1977, 33, 199-205.

The Self-sentiment: Comment on the Internal Consistency of Cattell's Theory, Psychological Reports, 1977, 40, 267-270.

Psychology and Accounting: An Interface or a Red Face, Professional Psychology, 1977, 8, 178-184. Reprinted in Psychology and National Health Insurance: A Sourcebook, C. Kiesler and N. Cummings (Eds.) (Washington, D.C.: American Psychological Association, 1978).

Intelligence and Academic Achievement in a Clinical Adolescent Population, Psychology in the Schools, 1977, 14, 513-518.

Staff Characteristics Associated with Likeableness on an Adolescent Treatment Unit, Perceptual and Motor Skills, 1977, 44, 1033-34.

### 1976

The Effects of Sex and Ethnic Variables on the Test Profiles of the ITPA and WISC, Psychological Reports, 1976, 38, 53-54.

Dimensions of Interpersonal Communication, Journal of Psychology, 1976, 93, 101-111 (with Millard J. Bienvenu).

An Item Factor Analysis of the Mooney Problem Checklist, Educational and Psychological Measurement, 1976, 36, 509-513 (with Thomas E. Deiker).

Intelligence, Academic Achievement, and Personality: A Canonical Variate Analysis, Psychology in the Schools, 1976, 13, 468-470 (with Valentine Louisa).

### Refereed Journal Publications (Cont'd.):

Measurement of Self Concept: A Multitrait-Multimethod Look, Journal Supplement Abstract Service Catalog of Selected Documents in Psychology, 1976, 6, Ms. No. 1242.

An Application of P Technique to Transient States of the Organism, Multivariate Experimental Clinical Research, 1976, 2, 135-139 (with Lenora F. Stewart).

HSPQ Profile of Psychotic Adolescents, Journal Supplement Abstract Service Catalog of Selected Documents in Psychology, 1976, Ms. No. 1377 (with S. Kaczor and B. Bruce).

### 1975

A Factor Analysis of Zuckerman's Sensation Seeking Scale, Psychological Reports, 1975, 37, 849-850 (with G. Mac Griffith).

The Future of the State Mental Hospital, Perspectives in Psychiatric Care, 1975, 13, 120-122.

Religious Correlates of the Fear of Death, Journal of Thanatology, 1975, 3, 161-164.

**Published Proceedings**

**2006**

Co-editor, Proceedings of the 2006 American Marketing Association's Marketing and Public Policy Conference, (Chicago: American Marketing Association). (With Ingrid Martin and Michael Kamins).

**2005**

Measurement-based Accountability and Standards to Optimize TV Media Investments, In Proceedings of the Institute for International Research Conference on Return on Marketing Investment, (Miami, FL, January, 2005). (New York: Institute for International Research).

**Published Proceedings (Cont'd.):**

Measurement based Accountability and Standards, In Proceedings of the 51<sup>st</sup> Annual Meeting of the Advertising Research Foundation, (New York: Advertising Research Foundation, April, 2005).

**2003**

The Effects of Comparative Advertising, in The Case for Comparison: How Comparison Advertising Can Meet the Test of Self-Regulation, (New York: National Advertising Division, Oct., 2003).

**2001**

Interactive Advertising: A New Conceptual Framework Towards Integrating Elements Of The Marketing Mix, (Abstract). 2001 Proceedings of the Academy of Marketing Science. (with Paulos Pavlou).

**1997**

Research and the Bottom Line: What Researchers Should Know and What They Should Teach Their Clients, 1997 Proceedings of the Annual Attitude and Behavior Conference of the American Marketing Association (Chicago: American Marketing Association).

## 1996

Integrated Marketing Communications and Relationship Marketing: Complementary Metaphors for the Twenty-First Century, in Atul Parvatiyar and Jagdish N. Sheth (Eds.), 1996 Research Conference Proceedings, Contemporary Knowledge of Relationship Marketing, (Atlanta, GA: Emory University Center for Relationship Marketing), pp. 182-184 (with G. M. Zinkhan, C. S. Madden, and R. Watson).

## 1995

Advertising and Interactive Media, 1995 Proceedings of the American Academy of Advertising, pp. 244-251. (American Academy of Advertising).

### **Published Proceedings (Cont'd.):**

## 1994

Contingencies For Effective Advertising In The Marketplace, 1994 Proceedings of the American Marketing Association Winter Educators' Conference, (Chicago: American Marketing Association), pp. 297-302. (with Jaideep Pabhu).

Adolescent Response to Tobacco and Beer Advertising: In Search of the Causal Linkage Between Advertising Exposure and Product Attitudes and Usage, in Debra J. Ringold (Ed.), 1994 Proceedings of the Marketing and Public Policy Conference, (Chicago: American Marketing Association), pp. 130-138. (with Ronald Rice).

Deception, Materiality, and the Role of Survey Research: On the Difference Between Evidence and Desire, (Abstract only), in Debra J. Ringold (Ed.), 1994 Proceedings of the Marketing and Public Policy Conference, (Chicago: American Marketing Association), p. 12.

## 1993

"An Advertising Potpourri": Some Comments and A Unifying Theme in Chris Allen and Debra Roedder John (Eds.), Advances in Consumer Research, 1993, Volume 20 (Provo, UT: Association for Consumer Research).

## 1992

Making Use of Verbatim Response Analysis in Survey Research: New Solutions on the Horizon, Proceedings of the Second Annual Advanced Research Techniques Forum, (Chicago: American Marketing Association, 1992), 174-185.

## 1991

Segmentation in Consumer and Market Research: Applications, Current Issues, and Trends, Advances in Consumer Research, Volume 18, 1991, 176-178. (with M. Kamins).

**Published Proceedings (Cont'd.):**

Consumer Self-Selection and Segments of One: The Growing Role of Consumers in Segmentation, Advances in Consumer Research, Volume 18, 1991, 179-186.

Progress in Marketing Research: An Introduction to the Advanced Research Techniques Forum, Proceedings of the First Annual Advanced Research Techniques Forum, (Chicago: American Marketing Association, 1991), 7-21.

Issues and Problems in the Representation of Market Structure, Proceedings of the First Annual Advanced Research Techniques Forum, (Chicago: American Marketing Association, 1991), 167-192. (with A. D. Shocker and A. Zahorik).

Comments on "Some Unmixing Models for Analyzing Market Research Data Having Heterogeneous Components," Proceedings of the First Annual Advanced Research Techniques Forum, (Chicago: American Marketing Association, 1991), 317-323.

Is Business-to-Business Advertising Really Different?, 1991 Proceedings of the American Academy of Advertising, 199-200. (American Academy of Advertising).

A Systematic Inquiry Into Business-to-Business Advertising: An Early Assessment, Rebecca Holman and Patricia Stout (Eds.), 1991 Proceedings of the American Academy of Advertising, 201-202. (with Robert Spekman).

**1990**

Nonverbal Communication in a Natural Context: Consumer Markets, Proceedings of the Society for Consumer Psychology, 1990, 68-71. (with C. Pechmann).

The Accumulation Model of Advertising Response, Proceedings of the Society for Consumer Psychology, 1990, 97-99. (with C. Pechmann).

A Commentary on New Theoretical Perspectives on Consumer Behavior, Advances in Consumer Research, Volume 17, 1990, 750-754.

**Published Proceedings (Cont'd.):**

## 1989

On the Meaningfulness of Sensory Attributes: Further Evidence on the Attraction Effect, Advances in Consumer Research, 1989, 197-202.

Maintaining the Delicate Balance: Industry and Academic Approaches to Advertising Research, Advances in Consumer Research, 1989, 595-597.

Executional Factors and Advertising Effectiveness, Proceedings of the 1989 Meeting of the American Academy of Advertising, RC78-RC82. (with Scott Koslow).

Same Problems, Different Solutions: The Interface of Industry and Academe, Proceedings of the 1989 Meeting of the American Academy of Advertising, RST128.

Advertising Opportunities in a Fragmented Media Environment, Proceedings of the First Annual Advertising Research Foundation Conference on Media Research, (New York: Advertising Research Foundation, 1989), 193-206.

## 1988

Methodological Perspectives on the Analysis of Nonverbal Communication, in Linda Alwitt (Ed.), Proceedings of the Division of Consumer Psychology, 1988 (with S. Hecker), pp. 67-70.

Social Judgment Theory and Consumer Decision Making: Understanding the Stimulus and the Response, in Linda Alwitt (Ed.), Proceedings of the Division of Consumer Psychology, 1988, pp. 104-107.

## 1987

Perspectives on Measuring Advertising Stimuli, Proceedings of the Division of Consumer Psychology, Joel G. Saegert (Ed.), 1987, pp. 91-93.

### **Published Proceedings (Cont'd.):**

Integrating Theories of Consumer Decision Making, Presidential Address, Division of Consumer Psychology, Proceedings of the Division of Consumer Psychology, Joel G. Saegert (Ed.), 1987, pp. 104-106.

Toward Ecologically Oriented Inquiry in Marketing, in G. Zaltman and R. Belk (Eds.), Proceedings of the 1987 Winter Educators' Conference of the American Marketing Association

(Chicago: American Marketing Association).

Prescriptions for Market Dominance, in G. Zaltman and R. Belk (Eds.), Proceedings of the 1987 Winter Educators' Conference of the American Marketing Association (Chicago: American Marketing Association).

Selecting a Physician: The First Step in Obtaining Child Health Care, Proceedings of the 1987 Ambulatory Pediatrics Association, Anaheim, CA. (with G. Hickson, M.D., W. A. Altemeier, M.D., and J. M. Perrin, M.D.).

## 1985

Institutional Differences in Marketing Channels: A Comparative Analysis of Distribution Systems in the United States and Japan, in B. P. Hartman and J. L. Rinqest (Eds.), Proceedings of the American Institute for Decision Sciences (Atlanta, Georgia: American Institute for Decision Sciences, 1985) (with A. C. Seror).

Advertising Evaluation: A Review of Measures, Proceedings of the 1985 Winter Educators' Conference of the American Marketing Association, M. Houston and R. Lutz (Eds.), Chicago: American Marketing Association, 1985, 3-6 (with C. Pechmann, B. Bryant, J. Stroud, and S. Ratneshwar).

Information Search and Decision Strategies Among Health Care Consumers, Advances in Consumer Research, Vol. 12, 1985, 252-257 (with S. Ratneshwar, C. Pechmann, and G. B. Hickson).

## Published Proceedings (Cont'd.):

### 1984

Proceedings of the Division of Consumer Psychology, 1984, Editor, Washington, D.C.: American Psychological Association.

Shopping Behavior: Selecting a Pediatrician Versus Family/General Practitioner, Proceedings of the Ambulatory Pediatrics Association, Washington, D.C., 1984 (with G. B. Hickson, M.D., W. A. Altemeier, M.D., and J. M. Perrin, M.D.).

Analysis of the Impact of Executional Factors on Advertising Performance, Television Copy Research, The State of the Art, Current Applications, Validity, and Future Promise, New York:

Advertising Research Foundation, 1984, pp. 99-104 (with D. Furse).

Executorial Elements Affecting Persuasion and Recall in New Products' Advertising, Advertising Research in the New Product Process, New York: Advertising Research Foundation, 1984, pp. 109-112 (with D. Furse).

### 1983

The Role of the Clinical Laboratory Computer in Data Interpretation: Discriminant Analysis of A Chemistry - 18 Test Profile in Patients with Multiple Myeloma, Proceedings of the Fourth Annual Meeting on Clinical Laboratory Automation and Management, 1983 (with Fritz F. Parl, M.D., Donald E. Ulinsky, Herman Benge, and Charles Bradley).

Strategic Marketing Decision-Making and Perceptual Mapping, Fred S. Zufryden (Ed.), Advances and Practices in Marketing Science, 1983, 239-244. Providence: Institute of Management Science (with A. Shocker).

Human Judgment and Decision Making: A Course in the Analysis of Decision Processes, Proceedings of the American Institute for Decision Sciences, 1983, Thomas Dock (Ed.).

#### **Published Proceedings (Cont'd.):**

A Coding System for Executorial Variables in Television Advertisements, Proceedings of the Division of Consumer Psychology, American Psychological Association, 1983, 66-69 (with D. Furse).

### 1982

Individual Search Strategies in New Automobile Purchases, in A. Mitchell (Ed.), Advances in Consumer Research, Vol. 9, 1982, Chicago, IL: Association for Consumer Research, 379-384 (with D. Furse and G. Punj).

Filling the Gap: A Review of the Missing Data Problem, An Assessment of Marketing Thought and Practice, Proceedings of the 1982 American Marketing Association Educators' Conference, Series No. 48, 395-399.

Factors Associated with Changes in Evoked Sets Among Purchasers of New Automobiles, An Assessment of Marketing Thought and Practice, Proceedings of the 1982 American Marketing Association Educators' Conference, Series No. 48, 61-65 (with G. Punj).

Measuring Organizational Effectiveness in the Not-for-Profit Sector: An Empirical Analysis, Proceedings of the Academy of Management, 1982, 339-343 (with K. G. Provan) (nominated for best paper award by the Public Policy Division of the Academy).

On Some Psychometric Properties of Fiedler's Contingency Model of Leadership, Proceedings of the Southern Management Association, 1982, 64-66 (with D. Latham).

An Integrative Framework for Mail Survey Response, Proceedings of the American Statistical Association, Section on Survey Research Methods, 437-442, 1982 (with D. Furse).

Interactions in Structural Equations Models, Proceedings of the American Statistical Association, Social Statistics Section, 1982, 368-370.

### **Published Proceedings (Cont'd.):**

Integrating Results on Mail Survey Response Rates: Toward a Cognitive Dissonance Theory of Survey Response, Proceedings of the Division of Consumer Psychology, American Psychological Association, 1982, 51-54 (with D. Furse).

Diffusion of Innovations: A Review of Research and Theory with Applications to Computer Technology, Proceedings of the Division of Consumer Psychology, American Psychological Association, 1982, 39-42.

The Study of Social Issues as Consumer Research, Proceedings of the Division of Consumer Psychology, American Psychological Association, 1982, 94-97 (with D. Furse).

Models of Consumer Choice or Models of Choice Task? Toward a Geography of the Task Environment, in R. Srivastava and A. Shocker (Eds.), Analytical Approaches to Product and Marketing Planning: The Second Conference, Cambridge, MA: Marketing Science Institute, 1982, 165-176.

### **1980**

Applying Marketing Research Techniques to Regional and Local Planning, in Proceedings of the 1980 Southern Conference of the Society for General Systems Research, Birmingham, AL, 1980.

### **Other Publications**

### **2007**

New and Improved! A Look at the Future, Journal of the Academy of Marketing Science, 35 (1), 1-4.

## 2006

Enhancing Marketing Theory in Academic Research, Journal of the Academy of Marketing Science, 34 (Fall), 477-480. (with George Zinkhan).

### **Other Publications (Cont'd.):**

### **Other Publications (Cont'd.):**

Making Marketing Accountable, Graziadio Business Report, 9 (July),  
<http://gbr.pepperdine.edu/063/marketing.html>.

## 2004

Consumer Research, Management Practice and Public Policy, Marshall Magazine, Winter, 23-25.

The New Face of Interactive Advertising, Marketing Research, 2004, 16 (Spring), 10-15.

## 2003

Exploring the Land of Oz: The Science of Consumer Research, Marketing Research, 2003 (Summer), 1-6.

## 2002

“Getting Published: Reflections of an Old Editor,” (Editorial Statement), Journal of Marketing, 2002, 66 (Oct.), 1-6.

“Consumer Research with Implications for Public Policy,” ACR News (Newsletter of the Association for Consumer Research), Spring, 2002, pp. 9-11.

## 2001

“Exploratory Versus Confirmatory Analysis,” Journal of Consumer Psychology, 2001, 10 (1&2), 76-77.

"Advertising," in Encyclopedia of Communication and Information, (New York: Macmillan, 2001). (with Sarah E. Stewart).

## 2000

Testing Statistical Significance Testing: Observations of an Agnostic, Educational and Psychological Measurement, 2000, 60 (October), 685-690.

**Other Publications (Cont'd.):**

**1999**

Beginning Again: Change and Renewal in Intellectual Communities (Editorial Statement), Journal of Marketing, 63 (October), 1999, 2-5.

**1998**

Review of Market Structure Analysis, by James Meyers, Book Review, Journal of Marketing Research, 1998, 25 (January), 128-129.

The "New Marketing", Marshall Magazine, Fall, 1999, pp. 34-31.

**1996**

Review of Answering Questions, Edited by Seymour Sudman and Norm Bradburn, Book Review, Journal of Marketing Research, 1996, 23 (May), 250-252.

**1993**

Review of "Handbooks of Marketing Scales," Journal of Marketing Research, 1993, 30 (Nov.), 525-527.

Is A Customer Focus Ahead for Health Care?, USC Business, Summer, 1993, 50-54.

**1992**

Review of Research in Marketing, Edited by Jagdish N. Sheth, et al, Book Review, Journal of Marketing Research, 1992 (Feb.). 149-151.

**1991**

Review of Emotion in Advertising, Book Review, Journal of the Academy of Marketing Science, 1991 (Fall), 394-395.

The Customer As Annuity or Why Satisfied Customers Really Matter, USC Business, Summer, 1991, 45-48. (reprinted in Baylor Business)

**Other Publications (Cont'd.):**

New Solutions for Verbatim Response Analysis, Newsletter of the Southern California Chapter

of the American Marketing Association, July, 1991, front page.  
**1990**

Review of Cognition and Personal Structure: Computer Access and Analysis by James C. Mancuso and Mildred L. G. Shaw, Book Review, Journal of Marketing Research, 1990 (Feb.), 112-113.

**1989**

Work, Income, and Children: How Americans Spend Their Money, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), January 7, 1989.

Brand Loyalty and Brand Equity in the United States, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), January 14, 1989.

American Marketers in Search of the "Real" Consumer, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), February 4, 1989.

In The United States You Are Where You Live, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal) March 11, 1989.

Component Lifestyles in the United States, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), April 8, 1989.

Review of Q Methodology by Bruce McKeown and Dan Thomas, Book Review, Journal of Marketing Research, 1989 (May), 249-250.

Advertising Works!, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), May 13, 1989.

The Fragmentation of America's Media, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), June 10, 1989.

America in 2010, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), July 10, 1989.

**Other Publications (Cont'd.):**

New Ways to Measure Media Use, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), August 5, 1989.

Americans Changing Attitudes Toward Business, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), September 9, 1989.

The Mature American Consumer, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), October 10, 1989.

The Mature Consumer and the Food Market, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), October 17, 1989.

The Mature Consumer and the Leisure Products Market, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), October 24, 1989.

The Mature Consumer and the Housing Market, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), October 31, 1989.

The Mature Consumer and Health Care, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), November 14, 1989.

The Mature Consumer and Financial Services, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), November 21, 1989.

### **1988**

Comment on "The Bootstrap," Journal of the Royal Statistical Society, 1988, 50, 362 (with Scott Koslow).

Americans Are Rediscovering the Home, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), January 9, 1988.

The American Health Care Maze: A Growing and Complex Market, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), February 6, 1988.

### **Other Publications (Cont'd.):**

From Creditor to Debtor and Back Again, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), March 5, 1988.

What Makes American Television Commercials Effective, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), April 4, 1988.

Who Are American Consumers? Psychographics Provides An Answer, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), May 5, 1988.

Americans Are Changing the Way They Shop, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), June 4, 1988.

Americans Give Reagan An Economic Vote of Confidence, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), July 9, 1988.

Information Age Influences Consumers As Well As Business, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), July 30, 1988.

Americans Are Changing the Foods They Eat, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), September 3, 1988.

Christmas in America, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), October 1, 1988.

What American Election Results Mean for Consumers, Nikkei Ryutsu Shimbun (Nikkei Marketing Journal), December 10, 1988.

### **1986**

Effective Television Advertising - It's More What You Say Than How You Say It, Owen Manager, Spring 1986, 20-22.

Understanding the Phenomenological World of Consumers (Or Who Is Buying All Those Slim Whitman Albums), Invited Paper, Theoretical and Philosophical Psychology, 1986, 6 (Fall), 123-124.

### **Other Publications (Cont'd.):**

### **1983**

Coming to Grips with Product Liability, Advantage, March 1983, 81.

Effective TV Commercials: Much More Than the Message, Advantage, November 1983, 120-121.

### **1982**

Want High Response From Direct Mail Marketing and Mail Surveys? Make It Hard Not to Respond, Advantage, April 1982, 30-31 (with D. Furse).

Key to Successful Product Management: More Anticipation, Less Reaction, Advantage, June, 1982, 79-80.

### **1981**

Marketing and Community Psychology, Newsletter of the Division of Community Psychology, 1981, 15 (1), 8-10.

**Representative Unpublished Conference Papers and Presentations:**

On the Application of Psychophysiological Methods in the Clinical Setting, presented to the Louisiana Psychological Association, November 1, 1974.

Psychology and Accounting: Interface or Red Face, presented to the Louisiana Psychological Association, October 24, 1975.

On Some Psychometric Properties of Fielder's Leadership Scales, presented to the Southeastern Psychological Association, March 1980 (with Dorene McGaughy and Phyllis Waugh).

On the Use of Undergraduate Practica for Industrial/Organizational Psychology Students, presented to the Southeastern Psychological Association, March 1980.

**Representative Unpublished Conference Papers and Presentations (Cont'd.):**

Media Decision Models: A Review and Evaluation, presented to the joint meeting of the Operations Research Society of America and the Institute of Management Sciences, May 1980 (with Joan Blackwell).

Marketing and Community Psychology, presented to the Southeastern Psychological Association, April 1981 (with Lona Spencer).

Individual Search Strategies in New Automobile Purchases, presented to the Association for Consumer Research, October 1981 (with D. Furse and G. Punj).

Discussant, "Consumer Decision Making," 1982 Special Conference on Marketing Theory, San Antonio, Texas, February 1982.

"Standards for Advertising Copytesting: A Psychometric Interpretation," presented to the American Academy of Advertising, Lincoln, Nebraska, March 1982 (with D. Furse).

"Innovative Approaches to Teaching Marketing Research," symposium panel member, Mid-South Conference of Marketing Educators, Long Beach, MS, March/April 1982.

Panel Member/Discussant, 5th Annual Nashville Business Conference, Nashville, TN, April 1982.

A Generalized Investment Portfolio Model: An Application to Product Line Investment, 2nd Marketing Science Conference, Chicago, IL, March 1984 (with T. Devinney).

Physiological Measures of Advertising Response: An Unfulfilled Promise, Southern Marketing Association, New Orleans, November 1984.

A Meta-Analysis of Comparative Advertising, presented to the Advertising and Consumer Psychology Conference, Chicago, 1987 (with C. Pechmann).

**Representative Unpublished Conference Papers and Presentations (Cont'd.):**

Advertising Repetition: What Do We Really Know?, 1987 AMA Educators' Conference, Toronto, Canada (with C. Pechmann).

Conditional Non-Parametric Resampling Segmentation of Sequential Discrete Choice Data, presented to 1988 Marketing Science Conference, University of Washington, Seattle (with S. Koslow).

Different Measures = Different Effects: Sorting Effects of Advertising by Measures Obtained, presented to Marketing Science Institute Conference on "Evaluating the Effects of Consumer

Advertising On Market Position Over Time: How to Tell Whether Advertising Ever Works," Wellesley, MA, June 1988.

Discussant, "Consumer Decision Making," 1988 Association for Consumer Research, Maui, Hawaii, October 1988.

Advertising Repetition: A Critical Review of Wearin and Wearout, Presented to the 1989 Meeting of the American Academy of Advertising (with Connie Pechmann).

Teaching Consumer Behavior for Management Action, American Marketing Association, Chicago, August, 1989.

The Interaction of Person and Medium, Special Session on Advertising in the 1990's, Southern Marketing Association, New Orleans, November, 1989.

The Marketing Concept and the Forgotten Consumer, Special Session at the 1990 Winter Educators' Conference of the American Marketing Association, Scottsdale, AZ, February, 1990.

A Null Distribution for Testing Conditionality Between Two or More Variables: An Application of the Bootstrap, presented to the 214th Institute of Mathematical Statistics Special Topic Session on the Bootstrap, 1990.

**Representative Unpublished Conference Papers and Presentations (Cont'd.):**

Integrated Channel Management: Merging the Communication and Distribution Functions of the Firm, 1992 Advertising and Consumer Psychology Conference, Chicago.

Social and Economic Effects of Proposed EEC Advertising Regulations, Istituto Di Economia Dei Media Dela Fondazione Roselli Prometeo in Catene, Cause ed Effetti Economico Sociali delle Restrizioni Cee alla Pubblicita, Milan, May 11, 1992.

Integrated Marketing: New Technologies, Non-traditional Media, and Nonmedia Promotion in the Marketing of Alcoholic Beverages, The National Institute on Alcohol Abuse and Alcoholism Working Group on the Effects of the Mass Media on the Use and Abuse of Alcohol, Washington, D. C., September 24, 1992.

Integrating the Marketing Mix: Coordination of Non-Store Retailing Program, International Symposium on Non-store Retailing, Berlin, September, 1993.

Contributions of Marketing Models to Direct Response Marketing, American Statistical Association, August, 1994, Toronto.

Intended and Unintended Effects of Warnings, American Psychological Association, August, 1994, Los Angeles.

On the Future of Marketing Thought: Contribution of Marketing to Public Policy and Social Issues, 1995 American Marketing Association Winter Educators' Conference, February, La Jolla, California.

Marketing in a Wired Environment, Spring Conference of INFORMS, April, 1995, Los Angeles.

Estimating Brand Loyalty, Annual Conference of the Psychometric Society, Minneapolis, MN, June, 1995 (with S. Koslow).

**Representative Unpublished Conference Papers and Presentations (Cont'd.):**

Designing Consumer Warning Messages: Toward Market-Focused Public Policy, American Marketing Association's Annual Conference on Public Policy and Marketing, Washington, D.C., May, 1996. (with Ingrid Martin).

A Generalized Approach for Detecting and Correcting Measurement Dependency, Presented to the Annual Meeting of the American Statistical Association, Chicago, Illinois, August, 1996.

(with Scott Koslow).

The Transfer of Purposive, Goal-Oriented Knowledge and Attitudes Across Product Categories, Presented to the Annual Conference of the Association for Consumer Research, Tucson, AZ, October, 1996. (with Ingrid Martin).

The Dimensionality of Measures of Product Similarity Under Goal Congruent and Goal Incongruent Conditions, Presented to the Winter Conference of the Society for Consumer Psychology, St. Petersburg, FL, February 14, 1997.

Communicating Uncertain Benefits and Hazards to Consumers: How Much Qualification Is Useful, Presented to the Annual Public Policy and Marketing Conference, Boston, MA, May, 1997.

Clustering When There Are Economic Consequences of Cluster Assignment Presented to the Social Statistics Workshop, University of California, Irvine, May, 1998.

Implementing Successful Segmentation Strategies: Capturing and Retaining the Segments of Your Choice Presented to the International Research Institute's Annual Customer Segmentation Summit, October, 1998, Scottsdale, AZ.

Issues in Integrated Marketing Communications, Presented to the 1998 Doctoral Consortium of the American Marketing Association, University of Georgia, August, 1998.

The Boundaries of Relationship of Marketing In Channels of Distribution, Presented to the Marketing Science Institute/Journal of Marketing Conference on Marketing at the Millennium, Boston, May, 1998. (with Gary Frazier).

**Representative Unpublished Conference Papers and Presentations (Cont'd.):**

Measuring Brand Loyalty Presented to the Marketing Science Conference, INSEAD, Fountainbleu, France, July, 1998. (with Scott Koslow).

Weak Models Versus Weak Data: Diagnostic Aids for Ambiguous Results, Presented to the Annual Meeting of the American Statistical Association, Dallas, August, 1998.

Transactions versus Relationships: Alternative Forms of Integrated Marketing Communications, Presented to the 1998 Summer Educators Conference of the American Marketing Association, Boston, August, 1998.

New Findings on Advertising Effectiveness, Advertising Research Foundation, New York, New York, March, 1999.

Learning and Unlearning About Competitors: Marketing Managers' Judgments and Decision Making In A Repeated Entry-Pricing Game, Presented to the 1999 Marketing Science Conference, Syracuse University, Syracuse, New York, May, 1999. (with J. Prabhu).

The Effects of Warning Messages, Presented to the 1999 Public Policy and Marketing Conferences, Notre Dame University, Notre Dame, Indiana, June, 1999. (with Ingrid Martin and Valerie Folkes).

The Influence of Goals on Managerial Learning in Competitive Interaction, Presented to the Conference on Competition and Marketing, Mainz, Germany, June 1999 (with Jaideep Prabhu and Ingrid Martin).

Effective Television Advertising: Old and New Findings and an International Dimension, Presented to the 1999 Summer Educators' Conference of the American Marketing Association, San Francisco, August, 1999.

Business Models for Internet Businesses, Presented to the 1999 Mini-conference of the Marketing and Society Special Interest Group, San Francisco, August, 1999.

**Representative Unpublished Conference Papers and Presentations (Cont'd.):**

Integrated Marketing in Segmented Markets, American Marketing Association Conference on Marketing, Beijing, China, December, 1999.

The Future of Business Education, Presented to the 2000 International Conference of the American Marketing Association, Buenos Aires, Argentina, July, 2000.

A Perspective on Advertising Research, Presented to the American Academy of Advertising, Salt Lake City, UT, March, 2001.

Substitution and Complementarity: Measuring the Effectiveness of Interactive Media  
MSI/JAMS Conference on Marketing to and Serving Customers through the Internet:  
Conceptual Frameworks, Practical Insights, and Research Directions, Boca Raton, Florida,  
December, 2001.

Various "Meet the Editor" Sessions at the American Marketing Association, Academy of Marketing Science, Association for Consumer Research, and other professional conferences, 1999-2002.

Getting Published and Other Thoughts on Career Development, Keynote address, The PhD Project, Marketing Doctoral Students Association Conference, August 15, 2003  
Chicago.

Marketing and Society: A Frank Discussion of Past, Present, and Future, Panel Discussion, American Marketing Association, August 16, 2003, Chicago.

Consumer Response to Warnings and Other Product Hazard Information, Session on Award Winning and Frequently Cited Research on Public Policy and Marketing, American Marketing Association, August 16, 2003, Chicago.

Meet the Ex-Editors, American Marketing Association, August 18, 2003, Chicago.

**Representative Unpublished Conference Papers and Presentations (Cont'd.):**

The Effects and Effectiveness of Comparative Advertising, National Advertising Division, National Advertising Review Board, October 22, 2003, New York, New York.

Leveraging Brand Equity, Marketing Scholar Forum, China Marketing Institute, Guanghua School of Management, December 13-17, 2003, Beijing, China.

The Intended and Unintended Consequences of Warning Messages, Marketing and Public Policy Panel Discussion, American Marketing Association, February, 2004, Scottsdale, AZ.

Measurement Issues in Interactive Media, American Academy of Advertising, March, 2004, Baton Rouge, Louisiana.

Communicating Hazards and Health Risks to Consumers, Marketing and Society Workshop on Researching Risk, St. Lake City, Utah, May 17-18, 2004.

Self-Induced Consumer Vulnerability: Goal-Directed Biases in Product Information Search and Evaluation, Public Policy and Marketing Conference, St. Lake City, Utah, May 21, 2004 (with Gustavo E. de Mello and Debbie MacInnis).

Goal-Motivated Reasoning: The Lure of the 'Yes, I Can' Conclusion, Association for Consumer Research, Portland, OR, October, 2004 (with Gustavo E. de Mello and Debbie MacInnis).

Speaking in Numbers, the Language of Bottom Line Business, IIR 9th Annual Conference on Return on Marketing Investment, Fort Meyers, Florida, February 7, 2006 (with D. Risky and K. Sirkin).

"Publishing: An Editor's Perspective," Society for Marketing Advances, Nashville, TN, November, 2006.

**Representative Invited Research Presentations:**

Department of Marketing, University of Mississippi (October, 1979).

Colgate-Darden Graduate School of Business, University of Virginia (June 1982).

Department of Marketing, Florida State University (October 1982).

A. B. Freeman School, Tulane University (October 1982, March 1990).

Advertising Research Department, Procter and Gamble (November 1984).

Department of Marketing, Baylor University (February 1984).

Department of Marketing, University of North Carolina (November 1984).

Department of Marketing, University of Arizona (February 1985).

Graduate School of Business, University of Chicago (May 1985).

Department of Marketing, University of Washington, Seattle (November 1986).

Joint USC/UCLA/UCI Research Symposium (May 1987).

**Representative Invited Research Presentations (Cont'd.):**

Department of Marketing, University of Georgia (March 1988).

Graduate School of Management, University of California, Irvine (April 1988).

Corporate Marketing and Advertising Research Planning Group, General Motors Corp. (August 1988, January 1989, July 1989).

School of Social Sciences, University of California, Irvine (February 1989).

Presbyterian College (South Carolina) (February 1989).

Department of Marketing, University of Colorado (March 1990).

**Representative Invited Research Presentations (Cont'd.):**

Graduate School of Management, University of California, Riverside (March 1990).

Graduate School of Management, University of California, Berkeley (February 1994).

Department of Marketing, University of Calgary (March 1994).

Senior Staff, United States Census Bureau (April, 1997).

Social Sciences Computing Consortium, University of California, Irvine (June, 1997).

Department of Marketing, Washington State University (March, 1999).

Department of Marketing, University of Georgia (April, 1999).

Department of Marketing, University of Miami (May, 1999).

Department of Marketing, University of Massachusetts (October, 1999).

Graduate School of Management, University of California, Irvine (January, 2000).

Department of Marketing, University of Kansas (February, 2000).

Department of Marketing, Marquette University (February, 2000).

Department of Marketing, Boston University (April, 2000).

Department of Marketing, University of Notre Dame (April, 2001),

Albert Haring Symposium, University of Indiana (March, 2001).

Southwestern Doctoral Symposium, University of Houston (April, 2001).

Georgetown University (May, 2002).

**Representative Invited Research Presentations (Cont'd.):**

Department of Marketing, University of Georgia (November, 2005).

Owen Graduate School of Management, Vanderbilt University (November, 2006)

Department of Marketing, Villanova University (November, 2006)

Department of Marketing, Iowa State University (March, 2007)

Anderson Graduate School of Management, University of California, Riverside (March, 2007)

Department of Marketing, University of Rhode Island (April, 2007)

Department of Marketing, Louisiana State University (November, 2007)

**HONORS AND AWARDS:**

Elsevier Distinguished Marketing Educator, Society for Marketing Advances, November, 2007.

Cutco/Vector Distinguished Marketing Educator Award, Academy of Marketing Science, May, 2006.

Omicron Delta Kappa Men of Merit Award, Baylor University, 2005.

American Academy of Advertising Award for Outstanding Contribution to Advertising Research, 1998.

Best Distance Learning Program - Continuing Education, 1996, Presented by the U. S. Distance Learning Association.

Best Paper (1992-1994), Journal of Public Policy Marketing, Awarded in 1996 by the American Marketing Association

Best Paper, Journal of Advertising (1989), Awarded by American Academy of Advertising in 1990.

**Honors (Cont'd.)**

Best Review, Advanced Research Techniques Conference, American Marketing Association, Beaver Creek, CO (1990, 1992).

Who's Who in the World.

Who's Who in America.

Charter Fellow, American Psychological Society.

Fellow of the American Psychological Association (Division 23).

Senior Research Fellowship, American Academy of Advertising (1988).

Listed among top ten contributors to marketing journals in a study published in Fall, 1985 Journal of Marketing Education.

Listed among top ten contributors to Advertising literature in a study published in the Journal of Advertising.

Charter Fellow of the American Psychological Society (1990).

Honorable Mention, 1983 Alpha Iota Delta/American Institute for Decision Sciences Instructional Award.

Marketing Science Institute Visiting Scholar, General Motors Corporation (1988-89).

Alpha Iota Delta, Decision Sciences Honorary.

Beta Gamma Sigma Business Honor Society.

Phi Kappa Phi National Honor Society.

Who's Who in the West.

Who's Who of Emerging Leaders in America, Third Edition.

**Honors (Cont'd.)**

Who's Who in Finance and Industry.

Who's Who in American Education.

Five Thousand Personalities of the World.

New York Academy of Sciences.

Who's Who in California.

Who's Who in Advertising.

Who's Who in Sales and Marketing.

International Platform Association.

Who's Who in the South and Southwest.

Outstanding Young Men of America, 1985.

Personalities of the South.

Personalities of America.

Dean's Research Fellowship, University of Southern California  
(September, 1987 - August, 1990).

OGSM Dean's Fund for Faculty Research Grant (1981, 1982, 1983).

State Board of Education Scholar, Northeast Louisiana University.

**RESEARCH GRANTS:**

Department of Education, Center for International Business, Education and Research (July 1, 2002 – June 30, 2006, \$ 1.4 million).

**Research Grants (Cont'd.):**

Marketing Science Institute, Cambridge, MA: An Analysis of the Impact of Type of Commercial on Recall, Key Selling Point Communication, and Persuasion (1983-84, \$25,000.00). (with D. Furse).

Marketing Science Institute, Cambridge, MA: Research Conference on Nonverbal Communication in Advertising (1986, \$2,000.00). (with S. Hecker).

American Academy of Advertising: A Replication and Extension of Stewart's And Furse's Analysis of the Impact of Type of Commercial on Recall, Key Selling Point Communication, and Persuasion (1988, \$1,500.00).

General Motors Corporation, Detroit, MI and the Marketing Science Institute, Cambridge, MA: Analysis of the Impact of Advertising Over Time (1988, \$16,000.00).

Marketing Science Institute, Cambridge, MA: A Research Agenda for Business-to-Business Advertising (1989, \$5,000.00). (with R. Spekman and K. Reardon).

General Motors Corporation, Detroit, MI: Processing Music in Advertising (1989, \$20,000.00).

Covington and Burling, Washington, D. C.: Effects of Advertising (1990, \$15,000).

Faculty Research Innovation Fund, University of Southern California (1990, \$12,000).

General Motors Corporation, Detroit, MI: Arousal Properties of Music in Advertising (1990, \$21,738).

IBM, The Economic Consequences of Close Customer/Supplier Relationships (1993, \$ 25,000).

**Research Grants (Cont'd.):**

Travel grants, data, and in kind support provided by Burke Marketing Research, Cincinnati, OH; Research Systems Corporation, Evansville, IN; General Motors Corporation, Detroit, MI; Marketing Science Institute, Cambridge, MA.

**PROFESSIONAL EXPERIENCE:**

**Academic:**

Dean and Professor, A. Gary Anderson Graduate School of Management, University of California, Riverside, 2007- present.

Robert E. Brooker Professor of Marketing, University of Southern California, 1992-2007.

Deputy Dean, Marshall School of Business, University of Southern California, Los Angeles, CA, (1999-2004).

Chairperson, Department of Marketing, Marshall School of Business, University of Southern California, Los Angeles, CA, (1994-1999), (2006-2007).

Professor, Department of Marketing, University of Southern California, Los Angeles, CA, 1988-present (tenured 1988).

Associate Professor, Department of Marketing, University of Southern California, Los Angeles, CA, July 1986 to 1988.

Senior Associate Dean for Academic Affairs, Owen Graduate School of Management, Vanderbilt University, Nashville, TN, July 1984 to June 1986.

Assistant/Associate Professor, Owen Graduate School of Management, and Associate Professor of Psychology and Human Development, George Peabody College, Vanderbilt University, Nashville, TN, September 1980 to June 1986 (tenured 1983).

Associate Professor of Psychology and Business, Jacksonville State University, Jacksonville, AL, September 1978 to August 1980.

**Professional Experience (Cont'd.):**

Adjunct Professor of Psychology, Northwestern State University, Natchitoches, LA, 1975 (1/4 time).

Adjunct Professor of Psychology, Louisiana College, Pineville, LA, 1975 (1/4 time).

**Non-Academic:**

Manager, Special Projects and Mathematical Models, Needham, Harper, and Steers Advertising, Inc., Chicago, IL, October 1976 to August 1978.

Director of Training and EEO Coordinator, East Louisiana State Hospital, Jackson, LA, March 1976 to October 1976 (4/5 time).

Consultant, Central Louisiana State Hospital, Pineville, LA, March 1976 to October 1976 (1/5 time).

Research Psychologist, Central Louisiana State Hospital, Pineville, LA, August 1974 to March 1976.

Consultant, Rapides Area Planning Commission, Pineville, LA, December 1974 to January 1976 (part-time).

**PROFESSIONAL ACTIVITIES:**

**Professional Service:**

Member, Board of Governors, Academy of Marketing Science, 2004-present.

Co-Chair, 2007 Academy of Marketing Science Annual Conference, Coral Gables, FL, May, 2007.

Member, Academic Advisory Committee, CMO Council, 2007-present.

Member, Product Development and Management Association International Conference Program Planning Committee, San Diego, CA, Oct. 2005.

**Professional Experience (Cont'd.):**

Co-Chair, Marketing and Public Policy Conference of the American Marketing Association, Long Beach, CA, June, 2006.

Editor, Journal of the Academy of Marketing Science (2006-2009)

Editor, Journal of Marketing, 1999-2002.

Chairperson, Marketing and Society Special Interest Group, American Marketing Association, 2000-2001.

Co-Chair, American Marketing Association International Conference, Buenos Aires, Argentina, 2000.

Vice President, Finance/Secretary, American Marketing Association, 1998-1999.

Member of the Board of Directors, American Marketing Association, 1996-1997, 1998-1999.

Member of the Board of Directors, American Marketing Association Foundation, 1998-1999.

President of the Academic Council, American Marketing Association, 1997-1998.

Chair, Section on Statistics in Marketing, American Statistical Association, 1997.

Member, CEO Search Committee, American Marketing Association, 1998-1999.

Member, Nominating Committee, American Marketing Association, 1999.

Member, Census Bureau Advisory Committee of Professional Associations (1992-1998).

Chair, 1995.

**Professional Experience (Cont'd.):**

Judge, 1997, 1998 American Marketing Association Edison Awards for Best New Products.

Co-Chair, 1995 Winter Educators' Conference, American Marketing Association.

Member, Editorial Board, Review of Marketing Research (2004-present)

Member, Editorial Board, Journal of Marketing Research (1983-1994, 1999-2003).

Member, Editorial Board, Journal of Marketing (1990-present).

Member, Editorial Board, Journal of Public Policy and Marketing (1993-present).

Member, Editorial Board, Journal of Advertising (1991-present).

Member, Editorial Board, Journal of Advertising Research (2005-present)

Member, Editorial Board, International Journal of Advertising (2000-present)

Member, Editorial Board, Journal of Interactive Marketing (2001-2006)

Member, Editorial Board, Journal of Promotion Management (1991-present).

Member, Editorial Board, Journal of Consumer Marketing (1985-1996).

Member, Editorial Board, Current Issues and Research in Advertising (1987-present).

Member, Editorial Board, Journal of International Consumer Marketing (1987-present).

Member, Editorial Board, Journal of Management Issues (1991- present).

Member, Editorial Board, Journal of Product and Brand Management (1991-present).

**Representative Professional Experience (Cont'd.):**

Member, Editorial Board, Media Psychology (2001-2006)

Member, Editorial Board, International Journal of Marketing Research (2000-present)

Editor, Sage Series in Marketing (1992-1999).

Member, General Advisory Board, International Business Press (1991-1996).

Advisory Editor, Psychology and Marketing (1990-1999).

Founding Chair, Consumer Behavior Special Interest Group, American Marketing Association

Program Chair, Section on Statistics in Marketing, American Statistical Association (1994).

Representative to Council, American Psychological Association (Governing Body of APA)  
(Elected by Society for Consumer Psychology) (1989-1992, 1997-1998).

Judge, 1992 Design Competition of the Los Angeles Design Club.

Faculty Member, American Marketing Association Doctoral Consortium (1990, 1991, 1998,  
1999, 2000, 2001, 2002, 2005, 2006).

Co-Chair, American Marketing Association Doctoral Consortium (1991).

Research Methodology Track Chairman for 1990 AMA Summer Educators' Conference.

President, Society for Consumer Psychology, Division 23 of the American Psychological  
Association (1985-1986).

Chairman, Research Committee, American Academy of Advertising (1989-1991).

**Representative Professional Experience (Cont'd.):**

Member, Research Committee, American Academy of Advertising (1988-1989).

Member, Publications Committee, Society for Consumer Psychology (1988-1989).

Associate Editor, Psychology and Marketing (1983-1990).

Member, Policy Board, Journal of Consumer Research (1986-1988).

President, Policy Board (1988), Vice President (1987).

Alternate Member, Advertising Steering Committee, Marketing Science Institute (1987-1991).

Co-chair, Fifth Annual Advertising and Consumer Psychology Conference (1986).

Program Chair, Society for Consumer Psychology (1984).

Editor, The Communicator, Newsletter of the Society for Consumer Psychology, (1981-1983).

Member, Executive Committee, Society for Consumer Psychology, American Psychological  
Association (1981-1991).

Research Methodology Track Chairman for 1985 AMA Marketing Theory Conference.

Occasional Reviewer, Applied Demographics (1996, 1998)

Occasional Reviewer, International Journal of Marketing Research (1988, 1997).

Occasional Reviewer, Journal of Consumer Research (1983-present).

Occasional Reviewer, Journal of the Academy of Marketing Science (1985-1999).

**Representative Professional Experience (Cont'd.):**

Occasional Reviewer, Psychological Bulletin (1984-1999).

Occasional Reviewer, Journal of Applied Psychology (1983-1999).

Occasional Reviewer, Journal of Advertising (1983-1990).

Occasional Reviewer, Journal of Personality and Social Psychology (1978, 1990).

Occasional Reviewer, Personality and Social Psychology Bulletin (1976, 1990, 1993, 1997).

Occasional Reviewer, Psychometrika (1988, 1990, 1991, 1996).

Occasional Reviewer, Journal of the Academy of Management (1983-1985).

Occasional Reviewer, Annals of Travel and Leisure (1983-1985).

Occasional Reviewer, Journal of Mathematical Social Sciences (1987).

Occasional Reviewer, Decision Sciences (1989-2000)

Judge for Dissertation Competition of the American Marketing Association (1988-1998)

Referee, Annual Conference of the American Academy of Advertising (1985-2007).

Referee, Society for Consumer Psychology Annual Program (1982-2007).

Convention Program Referee, AMA Summer Educators' Conference (1982-2007).

Referee, 1988-1997 Decision Sciences Institute Conferences.

Chairman, 1983 Consumer Psychology Dissertation Award Committee.

**Representative Professional Experience (Cont'd.):**

Referee, 1983, 1984, 1986-2005 Winter AMA Educators' Conference.

Referee, 1984-1998 Southern for Marketing Advances Conference.

Referee, 1983-2005 Association for Consumer Research Conference.

Textbook Reviewer, Prentice-Hall Publishing Company (1979-1986).

Textbook Reviewer, McGraw-Hill Book Co. (1983).

Textbook Reviewer, PWS/Kent (1990).

Proposal Reviewer, Social and Developmental Psychology Division, National Science Foundation (1979, 1993).

Proposal Reviewer, Applied Research Division, NIMH (1976, 1993, 1998).

Proposal Reviewer, Management and Decision Sciences Directorate, National Science Foundation (1990, 1994, 1997).

Editor, Louisiana Psychologist (1976).

**University/School Service:**

University of Southern California

Member, Dean Search Committee, School of Planning, Policy and Development (2004-2005)

Member, University Committee on Academic Review (2006-2007)

Member, Health Advisory Board, School of Planning, Policy and Development (2005-2007)

**Representative Professional Experience (Cont'd.):**

Member, Board of Directors, University Faculty Center (1995-2000).

Chair, Membership Committee (1995-1996)

Treasurer and Member of Executive Committee (1996-1997)

President (1998-1999)

Member, University Appointments, Tenure and Promotion Committee, University of Southern California (1990-1994).

Chair, Panel on Social Sciences and Professional Schools (1993-94).

Member, University Graduate Studies Advisory Council (1994-98).

Member, School of Business Administration Dean Search Committee (1993).

Member, University Employee Benefits Committee (1987-1992).

Member, University Research Committee (1990-1991).

Member, Personnel Committee, School of Business Administration (1990-1992).

Member, Marketing Ph.D. Committee (1986-1990).

Coordinator, Doctoral Program in Marketing (1987-1989).

Coordinator, 1988 and 1990 Advertising Education Foundation Ambassador Program.

Member and Chairman, Various Tenure, Promotion, and Review Committees (1988-present).

Member, Dean's Advisory Council, School of Business Administration (1987-1988, 1994).

Member, Building Advisory Committee, School of Business Administration (1987-1988).

**Representative Professional Experience (Cont'd.):**

Founding Director, Master of Science in Management for Information Executives Program, University of Southern California (1987-1989).

Member, School of Business Administration Executive Development and Training Oversight Committee (1988).

Member, Marketing Chair's Advisory Committee (1988-1989).

Research Seminar Coordinator, Department of Marketing, University of Southern California (1986-1987).

Working Paper Series Coordinator, Department of Marketing, University of Southern California (1986-1987).

Member, Research Committee, School of Business Administration, University of Southern California (1986-1988).

Member, Marketing Department Strategic Planning Committee, University of Southern California (1986-1987).

Member, Operations Committee, School of Business Administration, University of Southern California (1987).

Member, Undergraduate Curriculum Committee, School of Business Administration, University of Southern California (1987).

Vanderbilt University

Member, Vanderbilt University Re-Accreditation Steering Committee (1985-1986).

Member, University Human Subjects Research Review Committee (1983-1986).

Member, Committee on Instruction, Owen School (1981-1986).

**Representative Professional Experience (Cont'd.):**

Faculty Advisor, Owen School Chapter of the American Marketing Association (1981-1984).

Coordinator of Faculty Research, Owen School (1982-1984).

Member, Tenure Review Committee, Owen School (1983-1984).

Member, Committee on Faculty Research, Owen School (1981-1982).

Chairman, Strategy Faculty Search Committee, Owen School (1983-1984).

Member, Marketing Faculty Search Committee, Owen School (1980-1985).

Member, Statistics Faculty Search Committee Owen School (1983-1984).

Member, Honor Council Appeals Board, Vanderbilt University (1982-1984).

Member, Organizational Behavior Faculty Search Committee, Owen School (1981-1982).

Member, Admissions Committee, Executive MBA Program, Owen School (1981-1983).

Consultant, Vanderbilt University Development Office (1982).

Member, Admissions Committee, MBA Program, Owen School (1980-1981).

Member, Ph.D. Program Development Committee, Owen School (1980-1981).

Member, Ad Hoc Committee on Computer Resources, Owen School (1980-1981) (1983-1984).

Faculty Secretary, Owen School (1982-1983).

### **Representative Courses Taught:**

#### **Undergraduate**

Principles of Marketing  
Consumer Behavior  
Marketing Research  
Advertising  
Measurement  
Industrial Marketing  
Social Psychology  
Statistics

#### **Graduate**

Marketing Management  
Marketing Research  
Product Management  
Sales Management  
Advertising and Promotion Management  
Marketing Strategy and Planning  
Consumer Behavior  
Human Judgment & Decision Making

### **DOCTORAL COMMITTEES CHAIRED:**

Gustavo DeMello, Department of Marketing, University of Southern California, In Need of a Favorable Conclusion: The Role of Goal-Biased Reasoning in Consumer Judgments and Evaluations (2005; co-chair: Debbie MacInnis) (Effective Fall of 2005, Assistant Professor of Marketing, Amos Tuck School of Business, Dartmouth College; deceased).

Jaideep Prabhu, Department of Marketing, University of Southern California, Competitive Signaling: The Role of Receiver Inference in Determining Optimal Signaling Strategies, (1995) (Professor of Marketing, Tanaka Business School, Imperial College, London, United Kingdom).

Ingrid Martin, Department of Marketing, University of Southern California, Purposive, Goal-Oriented Knowledge and Attitudes: The Case of Brand Extensions (1993) (associate professor of marketing, California State University at Long Beach).

Scott Koslow, Department of Marketing, University of Southern California, A Theory of Deterministic Consumer Choice Behavior: Applying Generalizability Theory of Measurement to Consumer Panel Data (1990) (senior lecturer in marketing at the University of Waikato, New Zealand).

Kamal Gupta, Department of Marketing, University of Southern California, Product Performance Evaluation Using Brand and Category Expectations (1990) (research associate with A. C. Nielsen, New York).

Connie Pechmann, Owen Graduate School of Management, Vanderbilt University, The Development and Testing of a Contingency Model for Comparative Advertising (1988) (winner of 1987 Marketing Science Institute Dissertation Proposal Award) (associate professor of marketing at the University of California at Irvine).

#### **DOCTORAL COMMITTEE MEMBERSHIPS:**

Srinivasan Ratneshwar, Owen Graduate School of Management, Vanderbilt University.

Andrew Hicks, Department of Psychology, Vanderbilt University.

Debra Rog, Department of Psychology, Vanderbilt University.

John Stroud, Department of Psychology, Vanderbilt University.

Susan Choati, Department of Psychology, University of Southern California.

Robert Simon, Department of Psychology, The Claremont Graduate School.

Ray Rody, Department of Marketing, University of Southern California.

Key-suk Kim, Department of Marketing, University of Southern California.

Kirti Sawhney, Department of Marketing, University of Southern California.

Walfried Lassar, Department of Marketing, University of Southern California.

Peter Golder, Department of Marketing, University of Southern California.

Alex Rader, Department of Psychology, University of Southern California.

Robyn Johnson, Department of Psychology, University of Southern California.  
**Doctoral Committee Memberships (Cont'd.)**

Amy Feldstein, Department of Sociology, University of Southern California.

Susan Barazani, Department of Education, University of Southern California.

Lilian Chang, Department of Marketing, University of Southern California.

Paulos Pavlou, Information and Operations Management, University of Southern California.

Allison Johnson, Department of Marketing, University of Southern California.

Shashi Matta, Department of Marketing, University of Southern California.

### **REPRESENTATIVE CONSULTING ACTIVITIES**

Consulting Expert, Cornerstone Research (1999-present)

Hewlett Packard, Palo Alto, CA (1987 - 2001)

Agilent Technologies (2000-2001)

Visa Services International (1996-2001)

Xerox, Los Angeles (1996-1999)

Texas Instruments, Dallas (1994-96)

Century 21 Real Estate, Irvine, CA (1994-96, 1999)

Hughes Corp., Los Angeles (1993-1998)

Honeywell Home and Building Control, Minneapolis (1992-1995)

Cadence Design Systems, San Jose, CA (1994-1995)

Coca-Cola Company, Atlanta (1991, 1994, 1997)

Pacific Bell Telephone, Los Angeles (1994-1996)

FISERV, West Covina, CA (1994, 1995)

NCR, Dayton, San Diego (1992, 1993)

Baxter Health Care Group, Irvine, CA (1992)

Covington and Burling, Washington, D. C. (1989 - 1992)

Schnucks' Supermarkets, St. Louis (1988, 1990)

Los Angeles Chapter of American Association of Advertising Agencies Institute of Advanced Advertising Studies (1987 - 1993)

Bell Communications Research (1988 - 1989)

Weyerhaeuser Company (1988 - 1989)

### **REPRESENTATIVE CONSULTING ACTIVITIES (Cont'd.):**

Federal Trade Commission, Advertising Practices Division, Washington, D.C. (1987 - 1989, 1995-98)

International Teleproduction Society (1989)  
Lintas Worldwide Advertising, New York (1987 - 1988)  
Yankelovich, Clancy, and Schulman, New York (1988)  
Nihhon Health Industry Co. (Japanese Pharmaceutical Trade Association) (1987)  
American Cable Systems, Los Angeles, CA (1987)  
Ford Motor Company, Detroit, MI (1986)  
Mead Johnson, Evansville, IN (1986)  
Northern Telecom, Inc., Nashville, TN (1983 - 1986)  
Hickory Specialties Company, Brentwood, TN (1981 - 1986)  
Nashville Consulting Group, Nashville, TN (1983 - 1988)  
Dede Wallace Mental Health Center, Nashville, TN (1986)  
Tennessee State Attorney General's Office of Consumer Affairs, Nashville, TN (1983)  
Vanderbilt University Hospital, Nashville, TN (1983)  
Eric Ericson and Associates Advertising, Nashville, TN (1983 - 1984)  
Research Systems Corporation, Evansville, IN (1983)  
Milam's Optical, Inc., Nashville, TN (1983)  
Viacom Cablevision, Nashville, TN (1982)  
Hydrowave Hot Water Heaters, Nashville, TN (1981 - 1982)  
National Geothermal Company, Lawrenceburg, TN (1981 - 1982)  
Calhoun County Chamber of Commerce, Anniston, AL (1978 - 1980)  
The Anniston Star/WHMA Radio TV, Anniston, AL (1979)  
First Federal Savings and Loan, Huntsville, AL (1979)  
CED Mental Health Center, Gadsden, AL (1979)  
Southeastern Manufacturing Company, Anniston, AL (1979)  
Goodyear Tire and Rubber Company, Gadsden, AL (1979)  
U.S. Aeromedical Research Laboratory, Fort Rucker, AL (1979 - 1980)  
Office of Planning and Education, Jacksonville State University, Jacksonville, AL (1980)

**Representative Workshops and Executive Programs:**

Marketing Management, One-day Executive Program, Northrup Grumman Space Technology, Redondo Beach, CA, June, 2005.

Business Models and Branding, K.A.I.S.T. Executive MBA, Los Angeles, CA, July, 2004, July, 2005 and July 2006.

Marketing Strategy, Twenty Hour Videotape/Distance Learning Course Created for Business BreakThrough (Japan) and the University of Southern California, Summer, 2000.

Developing a Customer Focus, UCLA Executive Program, Los Angeles, CA, February, 1999, 2000.

Hughes Marketing Management Institute, Los Angeles, CA, March, 1994, September, 1994, March, 1995, September, 1995, March, 1996, January 1997, February, 1997.

Creating Value and Organizing for Value Creation, Nevada Power Company, March, 1996, March 1997.

Cheil Advertising Managers Program, University of Southern California, Los Angeles, June, 1995, August, 1996 (faculty coordinator).

Understanding Customer Decision-Making, Texas Instruments (1994-96) (seven deliveries).

Cheil Communications Managers Program, Korea, November, 1996, 1997.

Samsung Business-to-Business Program, University of Southern California, Los Angeles, October-November, 1996, 1997.

Samsung Directors Program, Korea, August, 1996.

Changing Consumer Demographics and Lifestyles: Drivers of Market Demand in the 1990's and Beyond (offered to and for various organizations including Pacific Bell and FISERV).

Customer Focus and Organizational Change, United States Census Bureau (1997)  
**Representative Workshops and Executive Programs (Cont'd.)**

Creating Customer Value, United States Census Bureau (1995).

Honeywell Branch Leadership Program, University of Southern California, 1992-1994, faculty coordinator (fourteen deliveries).

Creating Value and Organizing for Value Creation, Advanced Management Program, University of Southern California, September/November, 1995, January/March, 1996.

Creating Value and Organizing for Value Creation, Executive Education Network, January, 1996, October, 1996).

Korean Marketing Management Program, four week program offered to Haitai Company by Marketing Department of the University of Southern California, July, 1994 (faculty coordinator).

The Executive Program, University of Southern California, June, 1992, 1993.

Listening to Customers, Baxter Health Care Group, August, 1992; Hughes, February, September,

1994, February, 1995; Cadence Design Systems, February, 1995.

Creating a Market Focus, Magnetec Institute of Management, University of Southern California, Los Angeles, July, 1992.

Strategic Marketing, Middle Management Program for Telecommunications, University of Southern California, October, 1988, May 1989, May, October, 1993.

Marketing and Advertising Research, Institute for Advanced Studies in Advertising,

American Association of Advertising Agencies, Western Region, 1987, 1988, 1989, 1990, 1992, 1993.

**Representative Workshops and Executive Programs (Cont'd.)**

Listening to Customers: Managing Customer Visits, NCR Corp., December 1992, June, August 1993.

Listening to Customers: Managing Customer Visits, Cadence Design Systems, San Jose, CA, February, 1995.

Listening to Customers: Managing Customer Visits, Xerox Corp., El Segundo, CA (1997, 1998)

Using Market Information for Decision Making, Hewlett Packard Corporation, various locations in U.S. and worldwide (1996-2000).

Developing Hi-tech Consumer Products, Hewlett Packard Corporation, various locations in U.S. and worldwide (1995-1999).

A Managerial Approach to Choice Modeling, Hewlett Packard Corporation, various locations in U.S. and worldwide (1991-1993, 2000).

Evaluating Marketing Actions With Experiments, Hewlett Packard Corporation, , various locations in U.S. and worldwide (1991-1995).

Managing Survey Research. Hewlett Packard Corporation, (1988-2000) (offered in Japan, Singapore, and Europe as well as various sites in the United States).

Managing Marketing Research. Hewlett Packard Corporation, (1988-2000) (offered in Japan, Singapore, and Europe as well as various sites in the United States).

Conducting Customer Visits. Hewlett Packard Corporation, (1990-2001) (offered in Singapore, Japan, Taipei and Europe as well as various sites in the United States).

Market Segmentation and Positioning. Schnucks Markets, St. Louis, MO, September 1990.

**Representative Workshops and Executive Programs (Cont'd.)**

Marketing Management, International Teleproduction Society, Sept. 1989.

Integrating Verbal and Non-Verbal Communication, Broadcast Promotion and Marketing Executives Association, Annual Meeting, Los Angeles, 1988.

Creating a Market Focused Organization, Weyerhaeuser Company, presented seven times from May 1988 to February 1989.

Product Management, Bell Communications Research, 1988.

Product Management, Hewlett Packard Corporation, Palo Alto, CA, September, December 1987, March 1988.

Executive Decision Making, Executive Workshop for the Southeastern Chapter of the Young Presidents' Organization, April 1986.

New Product Development, Executive Workshop, Vanderbilt University's Owen Graduate School of Management, Nashville, TN, August 1981, August 1982, August 1983, and November 1985.

Advertising Strategy and Evaluation, Executive Workshop, Vanderbilt University's Owen Graduate School of Management, Nashville, TN, October 1981, October 1982, and September 1983.

An Introduction to Model Building in Advertising and Marketing, Internal Presentation, Needham, Harper, and Steers, Inc., Chicago, IL, April 1978.

An Introduction to Practical Statistics, Internal Presentation, Needham, Harper, and Steers, Inc., Chicago, IL, February 1978.

An Introduction to Data Processing for the Market Researcher, Internal Presentation, Needham, Harper, and Steers, Inc., Chicago, IL, February 1977.

A Short Course in Multivariate Statistics, Internal Presentation, Needham, Harper, and Steers, Inc., Chicago, IL, March 1977 and March 1978.

**Representative Media Citations:**

Interviews or Published Works have been cited in Advertising Age, Wall Street Journal, New York Times, New York Daily News, Washington Post, U.S. News and World Report, Newsweek, Time, Fortune, Adweek, Chicago Tribune, Christian Science Monitor, Crain's New York Business, Los Angeles Times, Los Angeles Herald Examiner, Atlanta Constitution, Broadcasting, Smithsonian, Columbia Missourian, Birmingham Herald, Nashville Banner, Nashville Tennessean, Self Magazine, Ladies Home Journal, BusinessWeek, TV Guide, Information Week, Success Magazine, Los Angeles Times Magazine, Automotive Market Report, Sales Motivation Magazine, Columbia Journalism Review, Newsday, U.S.A. Today, Boardroom Reports, New York Magazine, Orange County Register, Baton Rouge Morning Advocate, Health Magazine, Parenting Magazine, L. A. Today, Health Magazine, Detroit Free Press, Greenville News, Birmingham News, Pittsburgh Press, Times Herald (Vellejo, CA), St. Petersburg Times, New Orleans Times Picayune/States Item, Convenience Store News, Working Mother, Working Woman, Philadelphia Inquirer, Washington Post, Medical Economics, Investor's Daily, Privileged Information, Times Herald International, Nikkei Marketing Journal (Nikkei Ryutsu Shimbun), Veckan Affarer (Swedish Business Magazine), San Jose Mercury News, The Marketer, Sacramento Bee, Miami Herald, Baltimore Sun, The Daily Breeze, The Observer, The Daily News (Los Angeles), St. Louis Dispatch, Marketplace, Orange County Metropolitan, Los Angeles Daily News, AutoAge, Dayton Daily News, Palm Springs Desert Sun, National Inquirer, Orlando Sentinel, Riverside Press Enterprise, Phoenix Sun, Entrepreneur, Business and Incentive Strategy, Nihon Keizai Shimbun, American Demographics, San Bernardino Sun, Alberta Report, Profiles Magazine, Cosmopolitan, Congressional Quarterly, Sports Trade, Sporting Goods. Authored a monthly column on consumer trends in the United States for the Nikkei Marketing Journal (circulation 330,000+) from January 1988 to December 1989.

Have appeared on numerous television and radio programs, including the NBC Evening News, CBS Evening News, ABC Evening News, CBS News' America Tonight, CNN News, ABC's Nightline, History Channel, Financial News Network, Money Radio, Financial Broadcasting Network, The Parenting Network, Senior Report, National Public Radio, the Copley Radio Network, and local radio and television stations in Nashville, Birmingham, Cleveland, Detroit, Los Angeles, St. Louis, San Diego, Calgary, and San Francisco, and various Public Broadcasting Stations, an interview used in NYNEX tape-of-the-month, "Needs Analysis and RFP's."